

# **BUCKLED OR BUSTED**

## **UTAH'S SAFETY BELT ENFORCEMENT MOBILIZATION**

### ***Fact Sheet***

#### **HISTORY**

The Utah Department of Public Safety's Highway Safety Office initiated the Buckled or Busted Campaign in 2000 to educate the public of the importance of buckling up. The campaign uses high-visibility enforcement efforts along with educational activities to increase safety belt use among citizens. Utah's campaign was designed to coincide with Operation ABC (America Buckles Up Children). Operation ABC is a national effort, initiated in 1997, to protect children traveling in motor vehicles by enforcing seat belt usage. The movement is sponsored by the Air Bag and Seat Belt Safety Campaign in cooperation with the U.S. Department of Transportation, the National Highway Traffic Safety Administration (NHTSA) and several other organizations.

#### **PURPOSE**

The goal of the Buckled or Busted Campaign is to:

- Increase seat belt usage each year to attain the national goal of 90 percent usage by 2005.
- Decrease the number of traffic-related deaths and serious injuries.

Results from the 2003 Utah Seat Belt Observational Survey indicate the state's safety belt usage is at an all time high of 85.2%. Since the beginning of the campaign, seat belt usage among Utah residents has increased 17.8%.

#### **PARTNERS**

Buckled or Busted depends heavily upon partners to inform the public of the commitment to increase seat belt use. More than 80 local and state public safety agencies participate in the Buckled or Busted campaign. Partners include Utah Department of Public Safety, Utah Highway Patrol, local law enforcement agencies, local health departments, Primary Children's Medical Center's HOLD ON TO DEAR LIFE® campaign and Penna Powers Cutting & Haynes Advertising and Public Relations. Nationally, all 50 state patrols, along with more than 1,000 corporate, civic and advocacy organizations endorse Operation ABC's "zero-tolerance for unbuckled kids" policy.

#### **MOBILIZATION**

Two times a year, participating organizations devote special emphasis to Utah's Safety Belt Use Law by increasing enforcement of seat belt and child restraint violations and participating in media campaigns and other public awareness efforts. During each campaign, educational materials and public awareness efforts are on a specific group, however, law enforcement efforts are aimed at *all* unrestrained passengers and drivers of motor vehicles. The next mobilization will occur:

- Thanksgiving 2003 Mobilization: November 17 – 30, 2003  
Target Group: Families

#### **SIGN-UP**

To participate in the campaign, contact Keri Gibson at (801) 737-4193.